

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2016/2017

**LEW 0015**  
**EFFECTIVE WRITING 1**  
(All Sections / Groups)

26 MAY 2017  
9.00 AM – 11 AM

(2 hours)

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### INSTRUCTIONS TO STUDENT

1. This question paper consists of **THREE** printed pages with **TWO** sections only.
2. Answer **ALL** questions in Section A and Section B.
3. Please write **ALL** your answers in the Answer Booklet provided.

**SECTION A: REPORT WRITING [40 MARKS]****Question 1****Instructions:**

The table below shows the importance of good time management. Analyse the information below and write a report on how to manage your time efficiently.

You should write between 150 to 200 words.

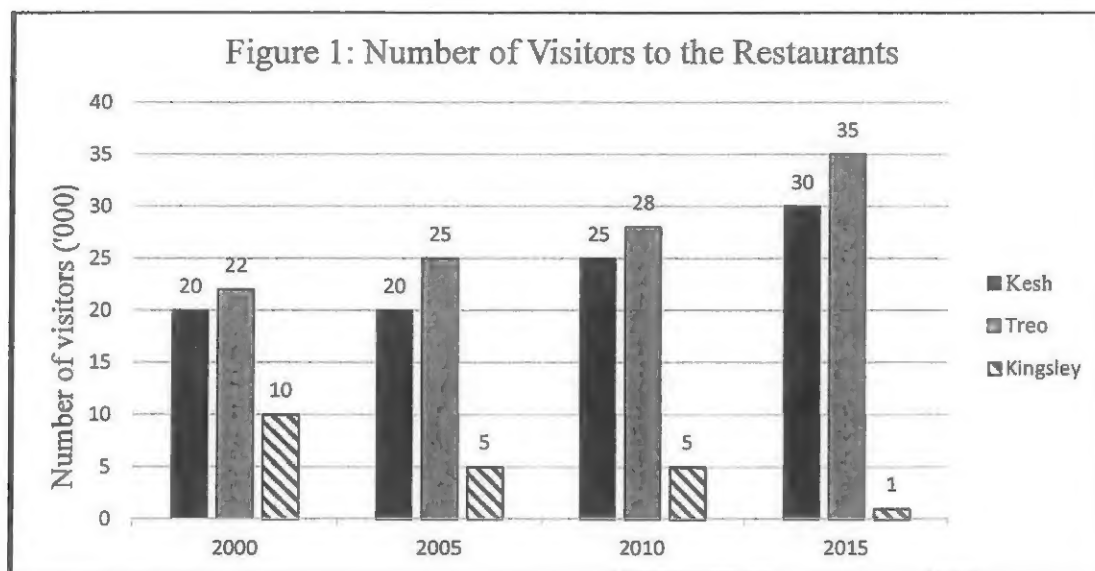
	<b>Urgent</b>	<b>Not Urgent</b>
<b>Important</b>	<b>DO</b> Do it now  <ul style="list-style-type: none"><li>- Check email</li><li>- Meet clients with appointments</li></ul>	<b>DECIDE</b> Schedule a time to do it  <ul style="list-style-type: none"><li>- Exercise for half an hour</li><li>- Read a book</li></ul>
<b>Not Important</b>	<b>DELEGATE</b> Assign someone for a task  <ul style="list-style-type: none"><li>- Arrange client's appointments</li><li>- Prepare monthly report</li></ul>	<b>DELETE</b> Eliminate  <ul style="list-style-type: none"><li>- Surfing the internet</li><li>- Watching television</li></ul>

(20 marks)

Continued...

**Question 2****Instructions:**

A survey was carried out on the number of people who visit three different restaurants and the Customer's Satisfaction level in these restaurants. Using only the information given, write about the results of the survey. You are required to link the information in Figure 1 and Table 1. You should write between 150 to 200 words.



**Table 1: Customers' Satisfaction in 2015**

Criteria	Kesh	Treo	Kingsley
Quality of food	5	5	3
Cleanliness	4	5	3
Speed of delivery	4	5	2

1 – Not Satisfied At All; 2 – Not Satisfied; 3 – Partially Satisfied; 4- Satisfied; 5 – Very Satisfied

(20 marks)

Continued...

**SECTION B: COMPARISON-CONTRAST ESSAY [20 MARKS]**

**Instructions:** Write an essay on the following topic:

Classroom learning has been evolving with the incorporation of blended learning. Students are exposed to online digital media in the traditional classroom settings. They will have both the benefits of independent learning at their own pace as well as physical guidance by the lecturers in class.

Write an essay to contrast between the traditional classroom learning as compared with the current blended learning classroom settings. Your essay must be at least 350 words in length.

(20 marks)

**End of Paper**